

ABSTRACT

A method and system for advertising or promoting the products or services of one or more sponsors includes presenting to a consumer a plurality of interactive presentations. Each interactive presentation promoting at least one product or service by at least one sponsor and each successive interactive presentation being related to at least one other presentation. Each presentation can further request input or feedback from the consumer. The interactive presentations can be related in many ways. For example, the products or services promoted in one interactive presentation can be directly related to the products or services promoted in another presentation or all of the interactive presentations or the products or services promoted therein can be related to a common theme, goal or purpose. The promotion can provide an incentive to the consumer to participate in the form of an award, prize, product giveaway or product discount.